From: Berner, Vicki on Wed, Jan 3, 1996 10:41 AM
Subject: Camel in South Beach
To: Cohen, Denise; Gross, Deane
Cc: Broeman, Ina; Moore, Edna; Norris, Susan; Suter, Norma

Just got a call from our Bar & Restaurant rep in Miami who informed me that several of his accounts have called him to report some recent Camel proposals they have received. Apparently during the Christmas break RJR reps contacted all the bars in the S. Beach area offering them free ceramic ashtrays, personalized matchbooks, bar specific POS materials and outdoor umbrellas. They're also offering back-bar merchandisers probably similar to ours and bar night promotions where they will provide a rep to hand out free t-shirts etc. According to Bob, this Camel effort is or will be going on in Chicago next and most probably every other major city in the country. One bar owner told Bob that the stuff they're offering is very high-tech, high quality (ceramic ashtrays as opposed to our plastic) and much more suited to bars than the Marlboro stuff we're giving them (Racing neons & cigarette neons).
Seems to me that if we want to keep these venues in our camp we're going to have to get far more creative in what we offer bars as visibility pieces. They no longer want the same stuff they see at retail accounts everywhere!
Please advise if you'd like me to set up a meeting to discuss our options/next steps to counteract this RJR initiative.

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